PUBLISHED WEEKLY • 13TH YEAR OF PUBLICATION

File Copy
1/12/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

february

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

march

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

april

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

may

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

june

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

july

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

august

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

september

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

october

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

november

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

december

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1954

january

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

february

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

march

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

april

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

35 west 53rd street • new york 19 • circle 7-4447

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

****
* FASHION CALENDAR HAS A NEW ADDRESS AND TELEPHONE NUMBER *
* 35 WEST 53RD STREET.....CIRCLE 7-4447 *
****

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, JANUARY 9, 1953

Jan. 9 9:00 A.M.	PATTULLO-JO COPELAND (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM.		
Jan. 9 10:00 A.M.	BEN REIG (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM.		
Jan. 9 11:00 A.M.	ELFREDA FOX AND PIERRE BALMAIN OF N.Y. (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM.		
Friday Jan. 9 11:00 A.M.	PRESS PREVIEW OF MILLINERY FASHIONS Presentation of Gladys & Belle Spring millinery collection. By invitation only. Publicity: Maud G. Moody, 347 Fifth Avenue, LE. 2-5562.	GLADYS & BELLE	20 WEST 57TH STREET SALON
Friday Jan. 9 12:30 P.M. Luncheon	LUNCHEON FOR VISITING EDITORS Coty will invite out-of-town editors to a luncheon. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA SERT ROOM
Cancelled Jan. 9	CAPRI FROCKS (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, ORIGINALLY SCHEDULED FOR JAN. 9 AT 2:00 P.M., HAS BEEN CANCELLED.		
Jan. 9 3:00 P.M.	SAMUEL WINSTON, INC.....CHARLES JAMES (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
Jan. 9 4:00 P.M.	HANNAH TROY (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
Jan. 9 5:00 P.M.	OLEG CASSINI (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, AT COCKTAIL PARTY, GOGI'S LARUE, 45 EAST 58TH STREET.		
Jan. 9 6:00 P.M.	LADDIE NORTHRIDGE'S PREVIEW OF SPRING MILLINERY FOR VISITING EDITORS AT 6:00 P.M., BUFFET, 16 WEST 57TH STREET.		
Friday Jan. 9 8:00 P.M.	OPERA PARTY FOR VISITING PRESS The Jewelry Industry Council will be host at the performance of Verdi's "Aida." By invitation. Publ.: Martha Percilla, 608 Fifth Ave., PL.7-3075.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
Jan. 10 9:00 A.M.	STYLE-WISE FASHION SERIES ... FASHIONS WITH NATIONWIDE DISTRIBUTION IN ALL PRICES AND CATEGORIES AT WALDORF, SERT ROOM (N.Y. DRESS INSTITUTE).		

COPYRIGHT, 1953, BY FASHION CALENDAR.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 10 11:00 A.M.	FASHIONS FOR INDUSTRY (AUXILIARY MEMBER--N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM.		
Saturday Jan. 10 12:30 P.M. Luncheon	"PARIS IN AMERICA" FASHION PRESENTATION Showing of Spring fashions to the out-of-town press by Jonathan Logan (Auxiliary Member of N.Y.D.I. This showing will be repeated at luncheon on Jan. 13 (for local press) and Jan. 15 (for trade). By invitation only. Publicity: Lee Ennis, of Donahue Sales, 41 East 51st St., MU. 8-5050.	JONATHAN LOGAN (1407 BROADWAY)	VERSAILLES RESTAURANT 151 EAST 50TH STREET
Saturday Jan. 10 3:45 P.M.	"OLD STURBRIDGE VILLAGE" WEEKEND FOR PRESS "Weekend of Relaxation at Old Sturbridge Village, Massachusetts" for visiting press, sponsored by: Aris Gloves, Doris Day Fur Fashions, Miss Ingerid's School of Hair Design, Laros Lingerie, McCall's Patterns, Nelly de Grab, Signature Fabrics (M. Lowenstein & Sons), William Skinner & Sons, Treo Company. Editors will leave Grand Central Terminal about 3:45 P.M., Saturday, and will return Sunday evening. By invitation only. Publicity: Lind-Gilbert Assoc., 22 East 60th St., Pl. 3-4786.	LEADING MILLS & MANUFACTURERS	OLD STURBRIDGE VILLAGE MASSACHUSETTS
Jan. 11- Jan. 15	DISPLAY OF 200 SPORTSWEAR LINES BY THE WOMEN'S SPORTSWEAR SHOW AT THE HOTEL McALPIN, 8TH & 9TH FLOORS. Contact: Arthur Tarshis, TR. 7-8225.		
Jan. 11- Jan. 16	NEW YORK LAMP SHOW AT THE HOTEL NEW YORKER. Contact: George F. Little Management, 220 Fifth Avenue, New York, MU. 9-7147.		

WEEK BEGINNING MONDAY, JANUARY 12, 1953

Monday Jan. 12 3:00 P.M.- 7:00 P.M.	OPEN HOUSE AT COSMETIC LABORATORY Helena Rubinstein invites the press to her new modern cosmetic laboratory. By invitation. Publicity: Amy Blaisdell, at Helena Rubinstein, EL.5-2100.	HELENA RUBINSTEIN (655 FIFTH AVENUE)	NORTHERN BLVD., AT EAST HILLS, L.I.
Monday Jan. 12 4:00 P.M.- 6:30 P.M. Cocktails	COTTON KNIT FASHION SHOW Cotton knit fashion show of late Spring and Summer fashions. Admission: $5.00--for merchandise managers, buyers and members of knitwear industry. Press by invitation. Publicity: Martin Stern, 60 East 42nd St., VA.6-0543.	KNITTED FABRICS INST. (1450 BROADWAY)	HOTEL BILTMORE BALLROOM
Monday Jan. 12 5:00 P.M. Cocktails	PREVIEW OF HOSIERY COLOR TOPS Modeltex Hosiery will present a fashion show of new color tops. By invitation only. Publicity: Mello Meldram, 385 Fifth Ave., MU. 6-0073.	MODELTEX HOSIERY MILLS, INC.	STORK CLUB 3 EAST 53RD STREET
Beginning Monday Jan. 12- Jan. 15	NRDGA'S 42ND ANNUAL CONVENTION "Patterns for Retail Progress"--theme of the 42nd Annual Convention of the NRDGA. "Curtain-Raiser" luncheon, Jan. 12 at 12:00 Noon. Publicity: Robert J. Mayer, Director of Public Relations, 100 W. 31st St., CH.4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER
Beginning Monday Jan. 12	OPENING OF SUMMER COLLECTIONS Opening of David Crystal's Summer collection and Lady Northcool suits. Haymaker Sportswear opening Monday, Jan. 19. By appointment. Publicity: Terry Mayer, at David Crystal, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Jan. 12	SPRING JEWELRY COLLECTION	A.A. SUTAIN	29 WEST 38TH STREET SHOWROOM - 15TH FL.
	Showing of "Sutain's Illusions" for Spring. By appointment only. Publicity: Adele Lakes, Dundon Associates, 55 W. 42nd St., WI. 7-7062.		
Beginning Monday Jan. 12	LATE SPRING & SUMMER FASHIONS FOR JUNIORS	FELIX SAFIAN	1375 BROADWAY SHOWROOM - 9TH FL.
	Felix Safian will present a new collection of late Spring and Summer junior dresses designed by Lee Evans. Daily by appointment. Contact: WI. 7-8448.		
Beginning Monday Jan. 12	DISPLAY OF SPRING & SUMMER HOSIERY	BEAUTIFUL BRYANS	270 PARK AVENUE SUITE A-605
	Beautiful Bryans Spring-Summer 1953 collection of stocking fashions will be on display at their suite. Also, special display at Hotel Roosevelt Jan. 12-Jan. 14. Publ.: Sally Cramer at Beautiful Bryans, PL. 9-2925.		
Tuesday Jan. 13 9:00 A.M.- 5:00 P.M.	SEVENTH ANNUAL HOSIERY MERCHANDISING FORUM	HOSIERY MERCHANDISING; HOSIERY INDUSTRY WEEKLY	HOTEL ROOSEVELT BALLROOM
	"Workshop" Hosiery Forum, including buyers' panel discussions, resource contacts, speakers' round-table, luncheon and "Buyers' Punch Bowl". Price: $15.00. Contact: James A. Doyle, 44 E. 23rd St., SP. 7-9364.		
Tuesday Jan. 13 10:00 A.M.- 12:00 Noon Breakfast	SHOWING OF NEW LAMP DESIGNS	LAMP & SHADE INSTITUTE OF AMERICA	NEW YORKER HOTEL PARLORS A, B & C
	Press showing of outstanding new lamp designs, selected for news and design interest from collections introduced at the Chicago and New York markets. By invitation. Contact: Doris Herzig, 15 E. 26th St., MU.3-3460.		
Beginning Tuesday Jan. 13 10:30 A.M.& 2:30 P.M.	SPRING AND SUMMER KNITTED FASHIONS	GOLDWORM SPORTSWEAR CORP.	1410 BROADWAY SHOWROOM-20TH FLOOR
	Goldworm Sportswear Corp. will present their Spring and Summer collections of knitted sportswear, suits, dresses, separates and sweaters. Publicity: Margaret Hodge, CH. 4-3692.		
Jan. 13 12:30 P.M.	JONATHAN LOGAN LUNCHEON SHOW FOR NEW YORK EDITORS AT VERSAILLES RESTAURANT, 151 E. 50TH STREET. BY INVITATION. Publ.: Lee Ennis, MU. 8-5050.		
Tuesday Jan. 13 4:30 P.M.- 6:30 P.M. Cocktails	"FETES DES PERLES" LA TAUSCA JEWELRY	THE HOUSE OF HELLER (L. HELLER & SON)	HOTEL PLAZA GRAND BALLROOM
	Spring collection of Majeska-designed pearl jewelry for La Tausca at semi-annual fashion presentation. Showing at 5:00 P.M. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.		
Wednesday Jan. 14 12:30 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOW	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
	Bonwit Teller will present fashions for bride, bridesmaids, mother of the bride and trousseau clothes. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publ.: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.		
Wednesday Jan. 14 4:00 P.M.	CHRISTIAN DIOR, N.Y. JEWELRY BY KRAMER	KRAMER JEWELRY (48 WEST 37TH ST.)	CHRISTIAN DIOR, N.Y. 730 5TH AVE. 7TH FL.
	Special showing of Spring collection of Christian Dior, N.Y. jewelry by Kramer. By invitation only. Publ.: Talley Jordan, LO. 4-1644.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 14 5:30 P.M. Cocktails	SPRING GALLERY: SCARVES & HANDKERCHIEFS	CAROL STANLEY (H.I. HERZMAN, INC.)	10 EAST 38TH STREET SHOWROOM
	Presentation of new designer collection, "Signature Originals" of scarves and handkerchiefs by Ceil Chapman, Sally Victor, Jo Copeland, Carolyn Schnurer and Billie Kompa. By invitation only. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7108.		
Wednesday Jan. 14 7:00 P.M. Dinner	TENTH ANNUAL TOBE AWARD DINNER	TOBE	ST. REGIS HOTEL ROOF
	Tenth Annual Tobe Award for Distinguished Contribution to American Retailing in 1952. By invitation only. Contact: Brenon & Morgan Associates, 270 Park Avenue, PL. 9-1257.		
Thursday Jan. 15 10:00 A.M.	"PETER PAN" INSPIRED CHILDREN'S FASHIONS	BORGENICHT; FARRAGUT; HENRY GLASS & CO.	JOHNNY VICTOR THEATRE 40 EAST 49TH STREET
	Preview of Walt Disney's "Peter Pan" and showing of Spring and Summer collection of "Peter Pan" children's dresses and sportswear, sponsored by Borgenicht Bros., Farragut Sportswear, Henry Glass & Co. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., 341 Madison Avenue, MU. 9-1630.		
Thursday Jan. 15 10:00 A.M.	PREVIEW OF SUMMER COLLECTION	FASHION TOWNE	225 WEST 37TH STREET SHOWROOM - 15TH FL.
	Fashion Towne will present a preview of their new Summer suit and coat collection, designed by Renel. Publicity: Ken R. Williams, 160 Columbia Heights, Brooklyn, UL. 5-3175.		
Thursday Jan. 15 12:30 P.M. Luncheon	FASHIONS FOR TRAVEL AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Russeks will present separates, sportswear, cocktail dresses and accessories for traveling. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Jan. 15 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF BARBIZON'S SPRING COLLECTION	BARBIZON CORPORATION (475 FIFTH AVENUE)	SHERRY NETHERLAND CHANTECLAIR ROOM
	Barbizon, makers of Body-Contour lingerie, presents their Spring 1953 collection of new styles and new fabrics. Showing at 4:30 P.M. By invitation only. Contact: Wynne McGovern, of Barbizon, MU. 4-5720.		
Thursday Jan. 15 5:30 P.M.	"A NIGHT IN HAITI"	PUBLICITY CLUB OF N.Y.	HOTEL SHELTON BALLROOM
	The Publicity Club of N.Y. will sponsor "A Night in Haiti" party, with Haitian cocktails, tropical dancing and prizes. Chairmen: Terry Mayer and Ann Pester. Admission: $1.00. Contact: Rita Otway, PE. 5-4000.		
Jan. 15- Jan. 22	SEMI-ANNUAL EXHIBIT OF THE NAT'L HOUSEWARES SHOW IN CHICAGO AT NAVY PIER. Contact: Nat'l Housewares Mfrs. Ass'n, 1140 Merchandise Mart, Chicago.		
Saturday Jan. 17 11:30 A.M.	SHOWING OF CRUISE & SOUTHERN FASHIONS	NAMM-LOESER'S (BROOKLYN)	2ND FLOOR
	Namm-Loeser's will present a showing of South Bound fashions, coordinated for cruise and southern wear. Press invited. Open to public. Contact: Muriel Lipchik, TR. 5-5700, Ext. 76.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 17- Jan. 19	THREE-DAY CONVENTION OF THE NATIONAL INSTITUTE OF RUG CLEANING AT THE HOTEL SHERMAN, CHICAGO, ILL.		
Jan. 18- Jan. 23	NEW YORK CURTAIN & DRAPERY AND NATIONAL DOMESTICS & LINEN SHOW AT HOTEL NEW YORKER WITH 160 EXHIBITORS. Contact: National Exhibitors, Lansdale, Pa.		
Monday Jan. 19 11:00 A.M.	LECTURE & EXHIBIT: CORONATION FASHIONS "An English Coronation--As It Was And Will Be," lecture by Doris Langley Moore, founder and director of Britain's only costume museum, The British Museum of Costume in London, who is bringing a special collection of Coronation outfits to America for an exhibition tour. Admission: $1.80 and $1.20. Contact: Maggie Mahon of Town Hall, LU. 2-2424.	DORIS LANGLEY MOORE	TOWN HALL 123 WEST 43RD STREET
Monday Jan. 19 11:30 A.M.- 3:00 P.M.	SHOWING OF M. & W. THOMAS COTTON FASHIONS M. & W. Thomas cotton fashions. Open to public. Thomas Publicity: The Miles, CH. 2-2344. Altman's Publicity: Ferris Megarity, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR YOUNG COLONY DEPT.
Jan. 19- Jan. 21	THE HIGH COUTURE COOPERATIVE AND GOETSCH Y CIA SPANISH COUTURE COLLECTIONS IN BARCELONA, SPAIN. N.Y. Publ.: Rosemary Sheehan, 630 Fifth, CI. 7-8060.		
Tuesday Jan. 20 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Bender & Hamburger will present their Summer fashions. By invitation only. Publicity: Donna Cannon, 104 East 52nd Street, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 20 12:30 P.M. Luncheon	SEYMOUR FOX FASHIONS AT LUNCHEON SHOWING Bonwit Teller will present "Spring is Here" coat and suit fashions designed by Seymour Fox during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Seymour Fox--Ann R. Silver, 551 Fifth Ave., MU. 7-8654; Bonwit Teller--Nancy Talbert, EL. 5-6800; Waldorf Fashion--Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Jan. 20 3:30 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION "Summar Stars at del Mar"--presentation of coordinates, dresses and sunback styles, designed by Jan Little and Will Saunders, at press preview. New York resident buying offices and New York stores preview cocktail party on Wednesday, Jan. 21 at 3:30 P.M. By invitation. Publicity: Ken R. Williams, 160 Columbia Heights, Bklyn, PE. 6-7462 or UL. 5-3175.	del MAR	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Jan. 21 10:30 A.M.	PRESS PREVIEW OF JOSEPHINE ORO ORIGINALS Jay Thorpe will present bridal fashions designed by Josephine Oro. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	5TH FLOOR
Wednesday Jan. 21 12:30 P.M. Luncheon	BENHAM ORIGINALS AT LUNCHEON SHOW De Pinna will present Benham Originals by Bender & Hamburger for Cruise and Resort wear with Holiday Magazine represented as one of the magazine series. Press by invitation. Public by reservation. Contact: TE. 8-8000. Benham Publicity: Donna Cannon, PL. 3-7072. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 21 12:30 P.M. Luncheon	JUNIOR FASHIONS AT LUNCHEON SHOWING	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
	Bonwit Teller will present Resort and Spring junior fashions, including separates and dresses. (Note Change of Show). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publ.: M. Riordan, EL.5-3000.		
Thursday Jan. 22 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
	Subject: "We Have A Change--In Hats". Fashion show commentator: Mary Wyman, Better Millinery Buyer, Harry Camp Millinery. Speaker: Florence W. Goldin, v.p. Grey Advertising, whose subject will be "Does The Printed Page Sell Millinery?" Co-chairmen: Maud G. Moody and Esther Lyman. Price: $4.50 for members; $4.75 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.		
Thursday Jan. 22 12:30 P.M. Luncheon	M. & W. THOMAS COTTONS AT LUNCHEON SHOW	B. ALTMAN & CO.	HOTEL PLAZA TERRACE ROOM
	Presentation of M. & W. Thomas cotton fashions from B. Altman. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Thomas Publ.: The Miles, 131 W. 10th St., CH. 2-2344. Altman's Publ.: Ferris Megarity, MU. 9-7000. Plaza Fashion Director: Mary Alice Rice, CI.6-1790.		
Thursday Jan. 22 2:30 P.M.	SPRING FASHION PRESENTATION	LORD & TAYLOR	2ND FLOOR
	Lord & Taylor will present Spring fashions from their 2nd floor. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.		
Friday Jan. 23 11:00 A.M. Champagne	PRESS PREVIEW OF SUMMER COLLECTION	GORDON PETERS, INC.	1400 BROADWAY SHOWROOM - 12TH FLOOR
	Press and trade preview of Summer separates and sportswear by Gordon Peters. (Note Change of Date). By invitation only. Continuous trade showings, beginning Tuesday, Jan. 27. Publ.: Mildred Kaldor, MU. 9-5420.		
Saturday Jan. 24 3:30 P.M.	FASHION SHOW CARIB CARNIVAL	CHALFONTE-HADDON HALL (ATLANTIC CITY)	CHALFONTE-HADDON HALL, CAROLINA ROOM
	Chalfonte-Haddon Hall will present a fashion show featuring styles by del Mar, Fashion Towne, Heatherton, Nathan and Strong, and watches by Taylor Jewelry. (No more tickets available). N.Y. Publicity: Ken R. Williams, 160 Columbia Hgts., Bklyn, UL. 5-3175. Haddon Hall Publicity: Robert W. Leeds, Atlantic City 4-0141.		
Monday Jan. 26 10:30 A.M. All Day	OPEN HOUSE TOUR OF WATCH COLLECTION	TAYLOR JEWELRY	257 WEST 39TH STREET SHOWROOM - 3RD FLOOR
	Daily guided tour of Taylor factory, showing Taylor conversation piece watches. By appointment. Publicity: Ken R. Williams, 160 Columbia Hgts., Bklyn., UL. 5-3175.		
Monday Jan. 26 11:00 A.M. Champagne	PRESS PREVIEW OF SUMMER COLLECTION	PAT HARTLEY, INC.	1400 BROADWAY SHOWROOM - 12TH FLOOR
	"The Gold Mine Collection" by Pat Hartley will be presented to the press. (Note Change of Date). By invitation only. Continuous trade showings, beginning Tuesday, Jan. 27. Publicity: Mildred Kaldor, MU. 9-5420.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Jan. 26	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON, W.I.,ENG.
	Monday, Jan. 26: Lachasse; Digby Morton; Peter Russell; Victor Stiebel. Tuesday, Jan. 27: Hardy Amies; John Cavanagh; Charles Creed; Mattli. Wednesday, Jan. 28: Norman Hartnell; Michael Sherard; Worth, Ltd. Admission by invitation. Contact: Lilian Hyder, 36 Bruton Place, London.		
Tuesday Jan. 27 9:30 A.M. Breakfast	BONNIE CASHIN KNIT FASHIONS FOR SUMMER	JOSEPH GUTTMAN	HAMPSHIRE HOUSE THE COTTAGE
	Joseph Guttman presents "The Straw Hat Collection" of Summer knit fashions by Bonnie Cashin. By invitation only. Publicity: Donna Cannon, 104 East 52nd St., PL. 3-7072.		
Tuesday Jan. 27 12:30 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	Ninth Annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis. Price: $50.00 & $75.00. Contact: Elaine Whitelaw, Nat'l Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.		
Wednesday Jan. 28 9:30 A.M. Breakfast	2ND ANNUAL "VERSATILITY IN DESIGN" AWARDS	HESS BROTHERS (ALLENTOWN, PA.)	WALDORF-ASTORIA JADE ROOM
	Presentation of Awards to grand prize winners and honorable mentions in 2nd Annual "Versatility in Design and Use" competition, in women's, men's, children's, home furnishings, home appliances and open class. By invitation. Contact: Helen Beringer at Bert Nevins, WI. 7-9715.		
Wednesday Jan. 28 12:30 P.M. Luncheon	SHOWING OF FASHIONS BY HARVEY BERIN	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
	Harvey Berin's Spring fashions will be presented by Bonwit Teller during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday Jan. 28 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	HANNAH TROY (530 SEVENTH AVE.)	HOTEL PIERRE COTILLION ROOM
	Hannah Troy will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Hannah Troy Publicity: Elle Kofler, LO. 3-0988. Pierre: Nola Luxford, TE. 8-8000.		
Wednesday Jan. 28 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION	SOAP ASSOCIATION & COTTON COUNCIL	WALDORF-ASTORIA GRAND BALLROOM
	The National Cotton Council will introduce Miss Alice Corr, the 1953 Maid of Cotton, and her washable cotton wardrobe at the 26th Annual Convention of the Association of American Soap & Glycerine Producers. By invitation only. Contact: Ruth Goldberg, Ass'n of American Soap & Glycerine Producers, 295 Madison Ave., MU. 6-3662; or Margot Herzog, National Cotton Council, 271 Church Street, WO. 4-2521.		
Thursday Jan. 29 10:00 A.M.	SUMMER COLLECTION: ALL-OCCASION DRESSES	NATHAN & STRONG	530 SEVENTH AVENUE SHOWROOM - 11TH FL.
	Nathan & Strong will present a Summer collection of all-occasion dresses to press, buying offices, and stores. By invitation. Showings daily at 10:00 A.M. Publ.: Ken R. Williams, 160 Columbia Hghts, Bklyn, UL. 5-3175.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 29 12:15 P.M. Luncheon	HOME FASHIONS LEAGUE MEMBERS' LUNCHEON	HOME FASHIONS LEAGUE (141 EAST 44TH ST.)	HOTEL ROOSEVELT HENDRICK HUDSON ROOM
	Annual luncheon for members only, with announcement of incoming officers and general discussion. Price: $4.25. Contact: Josephine Brush of Home Fashions League, MU. 7-8122.		
Thursday Jan. 29 12:30 P.M. Luncheon	ELFREDA-FOX FASHIONS DURING LUNCHEON	JAY THORPE	HOTEL PLAZA TERRACE ROOM
	Jay Thorpe presents Spring fashions by Elfreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Jan. 29 3:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Jerry Parnis will present a preview of her Summer collection. By invitation. Daily trade showings thereafter at 2:30 P.M. Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.		
Beginning Monday Feb. 2	OPENING OF SUMMER SPORTSWEAR LINES	THE SPORTSWEAR GUILD	INDIVIDUAL SHOWROOMS
	Sportswear Guild Members will show their Summer collections.		
	ADLER & ADLER, INC.	DAVID M. GOODSTEIN, INC.	SPORT-CRAFT, INC.
	DAVIDOW	KANE-WEILL	STAR-MAID DRESSES
		ZOLTAN ROSENBERG CO.	
	Contact individual manufacturers.		
Beginning Monday Feb. 2	TENTATIVE OPENING DATES OF PARIS COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	Mon., Feb. 2: HEIM, SERGE KOGAN, MAGGY ROUFF, SAGARDOY, VRAMANT.		
	Tues., Feb. 3: BRUYERE, FATH, GRIFFE, LANVIN, MAGUY, MANGUIN, PATOU, RICCI.		
	Wed., Feb. 4: DE RAUCH, DESSES, DE GIVENCHY.		
	Thurs., Feb. 5: BALENCIAGA, DIOR, LAFAURIE, SCHIAPARELLI.		
	Fri., Feb. 6: BALMAIN, CARVEN, HERMES, LECOMTE.		
	Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.		
Beginning Monday Feb. 2	OPENING OF SUMMER LINES IN ST. LOUIS	ST. LOUIS FASHION CREATORS	ST. LOUIS, MISSOURI
	The St. Louis Fashion Creators will open Summer lines of junior, misses', women's, and half-size dresses, suits, coats and lingerie. Contact: Joan Gardner, 915 Olive St., St. Louis, Mo.		
Wednesday Feb. 4 11:00 A.M.	TATIANA DU PLESSIX CUSTOM MILLINERY	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
	Saks Fifth Avenue will present press showing of Tatiana du Plessix Spring custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
Wednesday Feb. 4 12:30 P.M. Luncheon	COAT AND SUIT FASHIONS AT LUNCHEON	CHARLES JAMES OF WILLIAM POPPER	HOTEL PIERRE COTILLION ROOM
	Luncheon showing of Spring coats and suits, designed by Charles James for William Popper. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: TE. 8-8000. Popper Publicity: Adele Lakes at Dundon Associates, 55 W. 42nd St., WI. 7-7062. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 4 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
	Russeks will present Spring fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL.5-3000.		
Thursday Feb. 5 12:30 P.M. Luncheon	SEYMOUR FOX FASHIONS AT LUNCHEON SHOW	BONWIT TELLER	HOTEL PLAZA TERRACE ROOM
	Bonwit Teller will present Seymour Fox Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000. Seymour Fox Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654. Bonwit Teller Publicity: Nancy Talbert, EL. 5-5800. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Feb. 5 5:00 P.M.- 7:00 P.M. Cocktails	PARTY HONORING NORMAN HARTNELL	PRIMROSE HOUSE, INC. (420 LEXINGTON AVENUE)	HOTEL PLAZA TERRACE ROOM
	Primrose House (exclusive distributor of Hartnell fragrances in the U.S.) invites the press to a cocktail party to meet Norman Hartnell, London couturier to the Royal family and creator of Hartnell perfumes and toilet waters. Publicity: Lola C. Christie of Primrose House, MU. 5-4145.		
Feb. 9- Feb. 13	1953 NATIONAL NOTION SHOW BY THE NATIONAL NOTION & NOVELTY EXHIBIT AT THE HOTEL NEW YORKER. Contact: George English, PE. 6-5000.		
Tuesday Feb. 10 11:00 A.M.	PREVIEW: SPRING SHOE COLLECTION	SAKS FIFTH AVENUE	PARK LANE HOTEL PETIT SALON
	Saks Fifth Avenue will present their Spring shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
Tuesday Feb. 10 3:00 P.M.- 5:30 P.M. Cocktails	SWISS FABRICS AT ANNUAL SHOWING	SWISS FABRIC GROUP OF SWITZERLAND & N. Y.	HOTEL PIERRE BALLROOM
	Tenth annual presentation of fashions in Swiss fabrics, from current Summer collections of U. S. leading designers and manufacturers and arranged by the Cotton Textile Industry of Switzerland. Press and retail trade by invitation only. Contact: Swiss Fabric Group, Inc., 110 East 42nd St., OR. 9-2750.		
Thursday Feb. 12 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW	DE PINNA	HOTEL PLAZA TERRACE ROOM
	De Pinna will present designer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Tuesday Feb. 17 10:00 A.M. Breakfast	PREVIEW: SPRING FASHIONS FOR TALL GIRLS	TALL WEAR	13 EAST 47TH STREET SALON
	Tall Wear presents their Spring collection of coats, suits, dresses, sportswear, lingerie and accessories. Introduction of special sizings: short talls, medium talls and tall talls. Press by invitation. Contact: Sylvia Pollack, EL. 5-6029.		
Feb. 18	ASH WEDNESDAY		
April 5	EASTER SUNDAY.		

MOVIES...MUSIC...THEATRE...BALLET

Beginning Monday Jan. 12

TENTH WEEK: METROPOLITAN OPERA. MET. OPERA HOUSE, 39TH STREET & B'WAY
Jan. 12: Puccini's LA BOHEME. Jan. 13: Mozart's COSI FAN TUTTE. Jan. 14: Verdi's AIDA. Jan. 15: Mozart's DON GIOVANNI. Jan. 16: Ponchielli's LA GIOCONDA. Jan. 17, Mat.: Puccini's MADAMA BUTTERFLY. Jan. 17, Eve.: Mozart's COSI FAN TUTTE. Publicity: Margaret Carson, PE. 6-1200.

Beginning Tuesday Jan. 13

ELEVENTH WEEK: NEW YORK CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Jan. 13: THE DUEL, FOUR TEMPERAMENTS, WILL O' THE WISP, INTERPLAY.
Jan. 14: SWAN LAKE, THE CAGE, KALEIDOSCOPE, METAMORPHOSES.
Jan. 15: CARACOLE, THE FIVE GIFTS, CONCERTINO, PIED PIPER.
Jan. 16: PICNIC AT TINTAGEL, SCOTCH SYMPHONY, ILLUMINATIONS, INTERPLAY.
Jan. 17, Mat.: KALEIDOSCOPE, FIREBIRD, VALSE-FANTAISIE, BOURREE FANTASQUE.
Jan. 17, Eve.: TYL ULENSPIEGEL, WILL O' THE WISP, SYLVIA PAS DE DEUX, SYMPHONY IN C.
Jan. 18, Mat.: SWAN LAKE, THE FIVE GIFTS, PAS DE TROIS, LA VALSE.
Jan. 18, Eve.: THE DUEL, LILAC GARDEN, HARLEQUINADE, METAMORPHOSES.
Prices: $1.50-$3.60. Publicity: Phillip Bloom, CH. 4-5185.

Wednesday Jan. 14

PREMIERE: "ANDROCLES AND THE LION" (Movie) CAPITOL THEATRE, B'WAY & 51 ST.
R.K.O. Radio Pictures production of Gabriel Pascal's presentation of George Bernard Shaw's story of a Roman slave who befriends a lion in the desert. Starring: Jean Simmons, Robert Newton, Victor Mature, Maurice Evans, with Alan Young as "Androcles." Director: Chester Erskine. RKO Publicity: Don Prince, JU. 6-5050.

Wednesday Jan. 14

OPENING: "BE YOUR AGE" 48TH STREET THEATRE, 157 WEST 48TH STREET
Alexander H. Cohen and Joseph Kipness with Morris K. Bauer present a new comedy by Mary Orr and Reginald Denham, with Conrad Nagel, Loring Smith, and Hildy Parks. Director: Reginald Denham. Scenery & lighting: Ralph Alswang. Costumes: Jocelyn. Publ.: Sam Friedman, PL. 7-4380.

Thursday Jan. 15

OPENING: "THE LOVE OF FOUR COLONELS" SAM S. SHUBERT THEA., 225 W. 44 ST.
The Theatre Guild and Aldrich & Myers will present Rex Harrison and Lilli Palmer with Loueen MacGrath, in a new comedy by Peter Ustinov. Directed by Rex Harrison. Production supervised by Lawrence Langner and Theresa Helburn. Settings and costumes: Rolf Gerard. Publ.: Nat Dorfman, LO.3-0858.

Thursday Jan. 15

PREMIERE: "THE BAD AND THE BEAUTIFUL" (Movie) MUSIC HALL, 6 AVE. & 50 ST.
MGM presents Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell in a behind the scenes story of a ruthless motion picture director in Hollywood. Producer: John Houseman. Director: Vincente Minnelli. Costumes: Helen Rose. MGM Publicity: Herb Crooker or Frances Lane, JU. 2-2000. Radio City Music Hall Publicity: Fred L. Lynch, CI. 6-4600.

Thursday Jan. 15-Feb. 4

OPENING: "HOLLYWOOD ICE REVUE OF 1953" MADISON SQ. GARDEN, 8 AVE. & 49 ST.
Arthur M. Wirtz presents Barbara Ann Scott with Carol Lynne, Freddie Trenkler, Michael Kirby, George Wagner, Andra McLaughlin, The Bruises, Skippy Baxter, Carol and Hans Kuster. Costumes: Grace Houston. Prices: $1.50-$6.00. Publicity: Lillian Jenkins, CO. 5-6800.

Thursday Jan. 22

OPENING: "THE CRUCIBLE" MARTIN BECK THEATRE, 302 W. 45TH STREET
Kermit Bloomgarden presents the Jed Harris production of Arthur Miller's new play starring Arthur Kennedy, Walter Hampden with Beatrice Straight, Cloris Leachman, E. G. Marshall. Scenery: Boris Aronson. Costumes: Edith Lutyens. Publicity: Jim Proctor, VA. 6-5084.